

<education in a digital world>  
<reducing Inequalities through lifelong learning>

31.05-01.06.2017 / Tallinn University - Estonia  
[www.lllplatform.eu](http://www.lllplatform.eu)

# SPONSORSHIP

o p p o r t u n i t i e s



# EDUCATION IN A DIGITAL WORLD

*The Lifelong Learning Platform organises its Annual Conferences on transversal and strategic issues in lifelong learning. We invite speakers and participants from various sectors of education and training to discuss how a same problematic is tackled by universities, civil society organisations, companies, training centres and institutions, by involving learners, educators, managers and decision-makers.*

## Why digitalisation?

Digitalisation is ever growing and will inevitably affect all sectors. Yet we still struggle to understand the extent of it and few are fully prepared for it: there is a change in the nature of the race between man and the machine, and the machine is running faster. The challenge of education in a digital world commands us to **open education** as widely as possible to include all, through **flexible pathways and innovative thinking** in order to enable all to adapt to yet unknown developments. How can lifelong learning answer these challenges in order to insure universal access to digital education?

The Conference will invite participants to take part in forwarding answers to the burning challenge that is the **transformation of education in a digital world**, thanks to a solid knowledge-network composed of members, educators, learners, civil society organisations, national and EU representatives and experts.

## Why Tallinn?

The Conference will take place at the crossroads between the **Maltese and Estonian Presidencies of the Council of the EU**. Because Malta's main axis of reflection during its Presidency will be Inclusive education and Estonia will focus on Digital Education, the LLLPlatform believes that the topic chosen will serve each one's purposes, smoothly linking them together. Holding the Conference in Tallinn, capital of the most advanced e-Country in Europe, the organisers will invite participants to embark on a **digital adventure** and contribute to building bridges between European Presidencies. What's more, this topic also reflects the European Union Agenda, namely the launch of the Digital Skills for Jobs Coalition under the New Skills Agenda for Europe adopted in 2016.

## Why become a Sponsor?

The LLLPlatform offers its sponsorship packages to **companies, training centres, and organisations** wishing to express their support to lifelong learning and education.

**The conference will provide an ideal opportunity for you not only to show your brand to high-level decision-makers and practitioners, but also be exposed to millions of viewers and readers across Europe and reach your target group.**

We sincerely invite you to come to Tallinn, Estonia to explore and enjoy this true e-City, symbol of the fantastic developments in technology for humanity. At the same time, the Historic Centre (Old Town) of Tallinn is an exceptionally complete and well-preserved medieval northern European trading city on the coast of the Baltic Sea.

We are looking forward to welcoming you at our Conference!

Yours sincerely,

The LLLPAC17 Sponsorship Co-chairs:

**David Lopez**, LLLPlatform President and Representative of SOLIDAR  
**Professor Mare Oja**, LLLPlatform Vice-President, Tallinn University  
**Brikena Xhomaqi**, LLLPlatform Director



# SPONSORSHIP LEVELS AND BENEFITS

The easiest way to contribute would be through a flat amount of money towards the organisation of the conference in general to the Lifelong Learning Platform. The money given will be used exclusively for the conference.

## Gold: 5 000 EUR

There will be a limited number of this category of sponsorship, which would entail the following:

- **6 full registrations** (these include Erasmus+ 30th Anniversary reception, coffee-breaks, conference bag and access to technical program)
- **1 exhibit space (5 sqm)**
- **Official acknowledgment** at Conference Opening and Closing
- **Plus**, the display of the organisation's name and logo in:
  - Promotional materials, as schedule permits
  - LLLPlatform AC17 website and proceedings
  - LLLPlatform AC17 registration area
  - Signs at appropriate conference events

## Silver: 2 500 EUR

There will be a limited number of this category of sponsorship, which would entail the following:

- **4 full registrations** (these include Erasmus+ 30th Anniversary reception, coffee-breaks, conference bag and access to technical program)
- **1 exhibit space (3 sqm)**
- **Official acknowledgment** at Conference Opening and Closing
- **Plus**, the display of the organisation's name and logo in:
  - Promotional materials, as schedule permits
  - LLLPlatform AC17 website and proceedings
  - LLLPlatform AC17 registration area
  - Signs at appropriate conference events

## Bronze: 1 000 EUR

There will be a limited number of this category of sponsorship, which would entail the following:

- **2 full registrations** (these include Erasmus+ 30th Anniversary reception, coffee-breaks, conference bag and access to technical program)
- **1 exhibit stand**
- **Plus**, the display of the organisation's name and logo in:
  - Promotional materials, as schedule permits
  - LLLPlatform AC17 website and proceedings
  - LLLPlatform AC17 registration area
  - Signs at appropriate conference events

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[www.lllplatform.eu](http://www.lllplatform.eu)<br>  
[info@lllplatform.eu](mailto:info@lllplatform.eu)<br>  
</address>



# SPECIFIC SPONSORSHIP OPPORTUNITIES

Some donors may prefer to contribute towards a specific need of the conference. We exemplify the type of targeted support that some sponsor might prefer to give. However, we are open to any other form of support a sponsor would be willing to give.

In the examples below, the total cost of the item is listed for reference. Sponsors may choose to give that total amount or to sponsor a fraction of it. Entitlements and recognition for targeted contributions would correspond to those mentioned for untargeted support, although the acknowledgement of some types of contributions would involve additional display of the name or logo of the sponsor depending on the target (e.g. in the Fair, Conference bag, program handout, etc.).

## Communication

**Total budget: 500 EUR**

Additional acknowledgement:

- Special mention, Name & Logo in the conference program (digital) handout
- 

## European Reception

**Total budget: 3 000 EUR**

Additional acknowledgement:

- Name & Logo at a prominent place in the Conference Venue
  - Special mention, Name & Logo in the conference program (digital) handout
- 

## Conference Catering

**Total budget: 2 000 EUR** (1 lunch; 3 coffee breaks)

(Minimum fraction package of support: 500 EUR)

Additional acknowledgement:

- Name & Logo at a prominent place in the coffee break tables
  - Special mention, Name & Logo in the conference program (digital) handout
- 

## Keynotes and Invited Speakers

**Total Budget: 8 000 EUR**

(Minimum fraction package of support: 600 EUR)

Additional acknowledgement:

- Name & Logo at a prominent place in Fair and other Conference halls
- Special mention in the introduction of the conference and talks
- Special mention, Name & Logo in the conference program (digital) handout



# LLLPAC17 SPONSORSHIP CO-CHAIRS



**David Lopez**  
LLLPlatform President and  
Representative of SOLIDAR



**Professor Mare Oja**  
LLLPlatform Vice-President,  
Tallinn University



**Brikena Xhomaqi**  
LLLPlatform Director

## DISCLAIMER

Please note that the LLLPlatform will consider each application individually before approval in order to evaluate compliance with the Platform's values and ethics, and reserves itself the right to dismiss those that do not comply with its values and ethics.

## INFORMATION & CONTACT

**For further questions, please contact the LLLPlatform Secretariat at [info@lllplatform.eu](mailto:info@lllplatform.eu)**

LLLPlatform Secretariat  
Rue de l'Industrie 10  
1000 Brussels - Belgium  
Tel.: +32 (0)289 32 515  
Email: [info@lllplatform.eu](mailto:info@lllplatform.eu)

[www.lllplatform.eu](http://www.lllplatform.eu)



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# ABOUT THE LLLPLATFORM



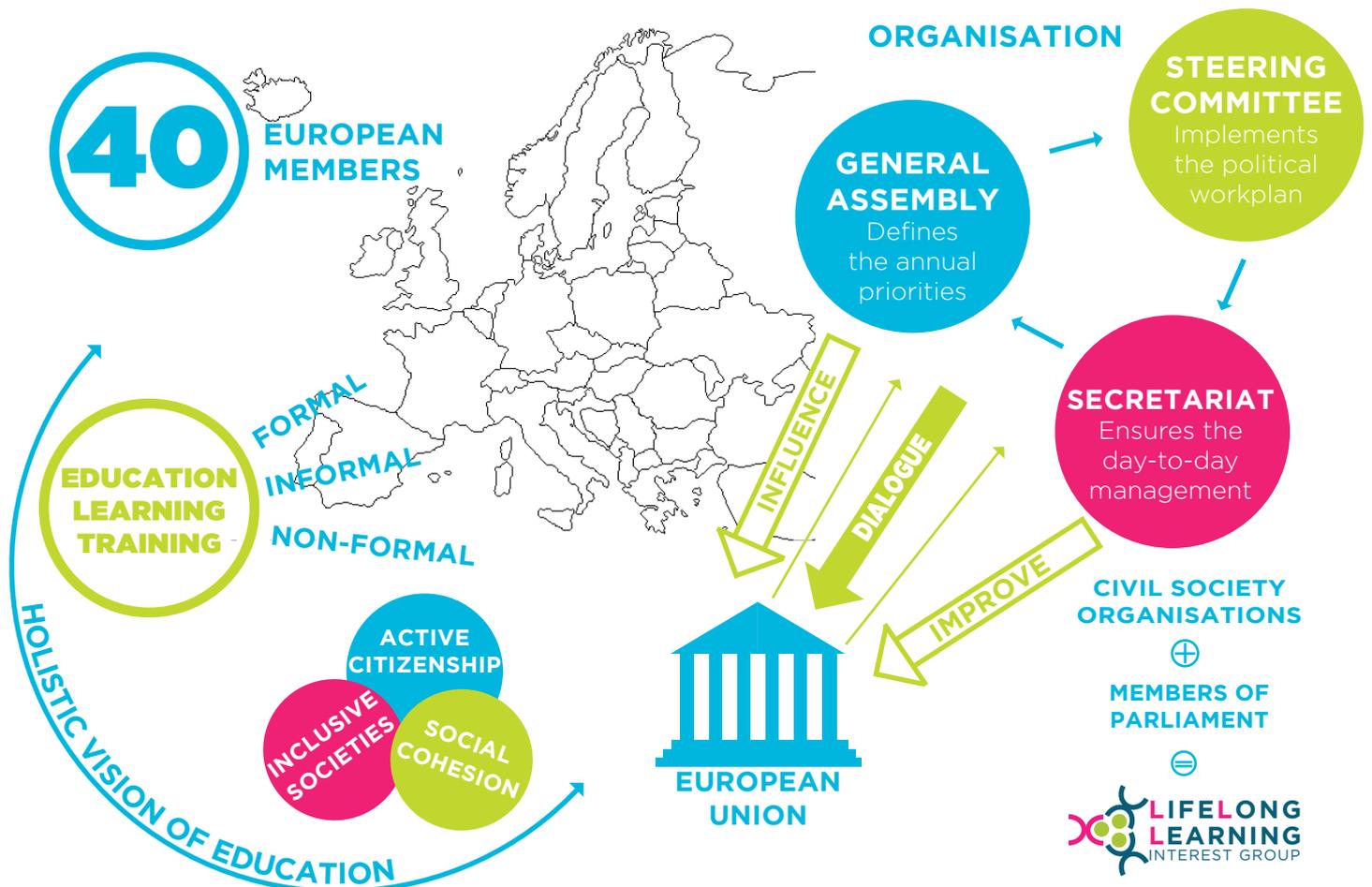
*The Lifelong Learning Platform is an umbrella that gathers 40 European organisations active in the field of education, training and youth, coming from all over Europe and beyond. Currently these networks represent more than 50 000 educational institutions and associations covering all sectors of formal, non-formal and informal learning. Their members reach out to several millions of beneficiaries.*

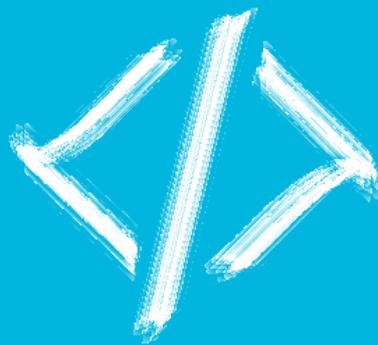
The Platform aims to voice citizen’s concerns about lifelong learning. The idea is that no one should be left out and that bridges are built across sectors to increase access to quality education for all. The Platform promotes a holistic vision of lifelong learning, “from cradle to grave”. Today the pattern school-work-retirement is no longer the norm, so it is important to make sure we help people in their life transitions. Learning is not limited to formal education: it also integrates non-formal and informal learning.

This vision is meant to ensure equity and social cohesion as well as active citizenship. The Lifelong Learning Platform believes that the objectives of education and training should not only be described in terms of employability or economic growth but also as a framework for personal development.

By bringing together actors from all sectors of education and training, the Lifelong Learning Platform creates a space to exchange innovative practices, Europe-wide. By doing so, it contributes to an increased flexibility between systems, and proposes concrete solutions to make lifelong learning a reality for all.

The Platform also strives to set up a strengthened dialogue between civil society organisations and public authorities in order to modernise our educational systems as well as to support public sector innovation.





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